

# Fair Value Conversion Program

## Program Overview

The Fair Value Conversion program allows you to get a discount off the purchase of VMware EVO™ SDDC™ by “converting” your existing Fair Value Conversion eligible products. Through this program, you can get a discount of up to 100 percent of your EVO SDDC purchases.

This program is only available to customers that have both:

- VMware vSphere®
- At least one product that is a component of EVO SDDC

For customers that only have vSphere, upgrade stock-keeping units (SKUs) are available for upgrading to EVO SDDC.

For EVO SDDC Add-On products, since the products lack vSphere features, customers may utilize the Fair Value Conversion program without the requirement to have vSphere licenses.

## Conversion Definition

A conversion is the process by which you can upgrade, or convert, multiple licenses in order to get a discount off the purchase of EVO SDDC licenses. Fair Value Conversion is similar to an upgrade in that it allows you to go from a lower to a higher level of product functionality. However, several key differences apply:

- Fair Value Conversion allows you to upgrade using multiple existing products.
- The Fair Value Conversion program does not use traditional upgrade SKUs. It has SKUs unique to the program but they are different in that they allow multiple qualifying products.
- Participation in the Fair Value Conversion Program requires requesting a custom quote that details the conversion value and resulting upgrade price.

## Key Benefits

- Ability to upgrade from eligible VMware products to EVO SDDC
- Ability to perform a “many to one” upgrade from Fair Value Conversion eligible products
- Receive a conversion value of approximately 90 percent of your previous VMware purchase towards the purchase of EVO SDDC.

## Conversion Calculation

This conversion value or discount is calculated based on the current list price of your qualifying licenses.

- Conversion value is approximately 90 percent of current license list price.

The actual discount applied is based on specific bands that are established for each destination product, so the actual discount will be slightly different from terms stated above.

Fair Value Conversion pricing is based on current list prices. No discounts or rebates are offered.

“FROM” PRODUCT	“TO” PRODUCT	
	EVO SDDC	EVO SDDC Horizon Add-On
VMware vSphere – Standard, Enterprise, Enterprise Plus	Yes	No
VMware vSphere with Operations Management Standard	Yes	No
VMware vSphere with Operations Management Enterprise	Yes	No
VMware vSphere with Operations Management Enterprise Plus	Yes	No
vSphere – Essentials, Essentials Plus, Remote Office Back Office (ROBO)	No	No
vRealize® Operations™ Standard	Yes	No
vRealize Operations Advanced	Yes	No
vRealize Operations Enterprise	No	No
vRealize Automation™ Advanced	No	No
vRealize Automation Enterprise	No	No
Site Recovery Manager™ – Standard, Enterprise	No	No
Virtual SAN™	Yes	No
VMware NSX®	Yes	No
VMware Horizon® View – Standard, Advanced, and Enterprise	No	Yes

<sup>1</sup> One hundred percent is the maximum discount allowed under the program. Actual discount depends on the conversion value of the license being converted.

## Product Eligibility

Product list is not exhaustive and additional products may also be eligible.

## Eligibility

No membership is required. The program is available to all VMware end users, subject to the specific terms of the program.

All non-ELA customers are eligible to participate in the program. ELA customers are also eligible, except in the cases of burn-down and true-up ELAs.

Initial purchases made from VMware or an authorized reselling partner are eligible for conversion. Currently, participation in the program is enabled only through direct orders with VMware.

Only the Super Users assigned to the customer Entitlement Account (EA) can request a quote and submit a Purchase Order.

Other programs like VMware Volume Purchase Program (VPP) cannot be used in conjunction with the Fair Value Conversion Program.

## SnS Requirements

For non-ELA customers, purchase of a minimum 2 month SnS contract is required. (ELA requirements are addressed as part of the ELA contract.) Any unused SnS on existing licenses will be used to extend the new SnS contract based on the residual value of the existing contract. The residual value may vary, depending on whether the initial support contract was with VMware or a partner.

## Geography and Currency Restrictions

This program is available globally in all VMware supported currencies. The currency used for a specific quote depends on the customer location. For consistency, a quote will use the same currency for pricing of both purchase license list price and conversion value. Therefore, the currency used for the Fair Value Conversion quote may not match the currency used for the initial license purchase.

## Program Terms & Conditions

- Conversion must include at least one vSphere AND at least one product that performs one of the constituent features of the destination product (see table above). This requirement does not apply in case of EVO SDDC Add-On products.
- The conversion value will be approximately 90 percent of the current license list price.
- An active SnS contract is required for all products used for the conversion.

- The number of vSphere (per processor) ("From" products) must equal the number EVO SDDC (per processor) licenses ("To" product) purchased as part of the conversion.
- The number of Horizon View (per concurrent user or named user) licenses ("From" products) must equal the number of EVO SDDC Horizon Add-On (per concurrent user) license ("To" products) purchased as part of the conversion.
- A single conversion can include multiple vSphere or constituent feature product editions ("From" products).
- For non-ELA customers, a minimum 2 month SnS contract must be purchased as part of conversion. ELA customer requirements are addressed as part of the ELA contract.
- All product SKUs used for conversion must have the same category (i.e., Commercial, U.S. Federal, or Academic) as the "To" product purchased as part of the conversion. The conversion and purchase must be simultaneous. A conversion cannot be used for a credit towards a future purchase.
- The existing licenses used for the conversion will become inactive. They will no longer appear on the My VMware license portal and become inactive.

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